

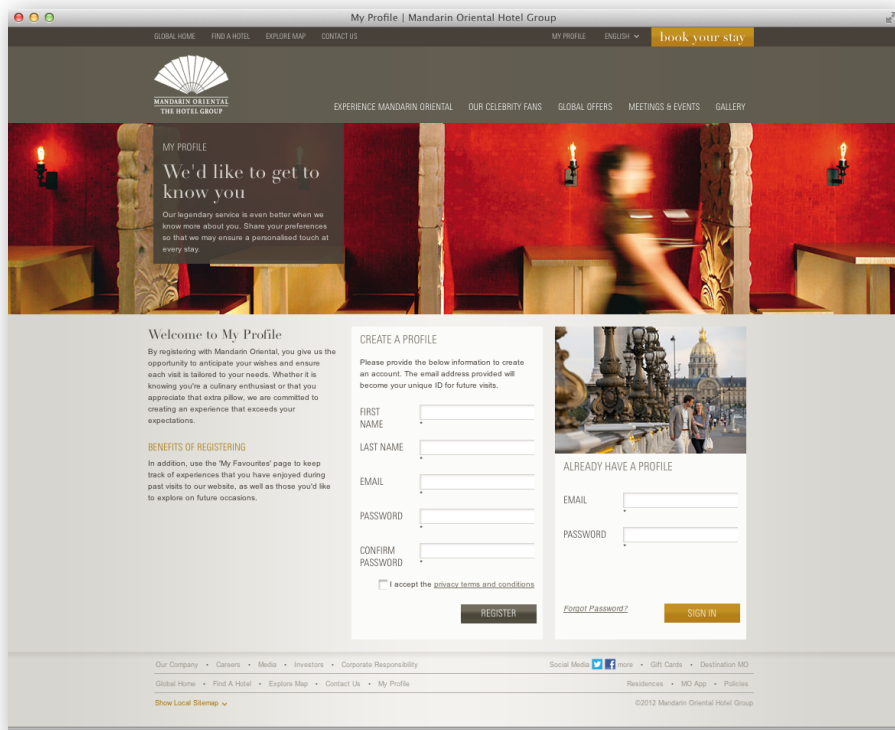
“With Neuron-ESB, we have an easy-to-use tool that we can leverage for other planned projects that require highly effective, reliable and efficient connectivity to internal and external business applications, including allowing guests to manage their own profile information using Mandarin Oriental’s brand websites.”

Monika Nerger, **Chief Information Officer, Mandarin Oriental Hotel Group**

Company Overview

Mandarin Oriental Hotel Group (MOHG) is an international hotel investment and management organization with a portfolio that includes the acclaimed Mandarin Oriental, Hong Kong and Mandarin Oriental, Bangkok, as well as other deluxe hotels in prime destinations worldwide. With a mission to be the world’s premier luxury hotel operator, MOHG is recognized internationally for its quality management and legendary service.

Mandarin Oriental's Neuron-ESB-enabled “My Profile” Web Page



Powered by Neuron-ESB, My Profile helps improve user experience by enabling Mandarin Oriental to gather information on prospective guests without requiring them to make reservations.

The Challenge

MOHG strives to provide a memorable and personalized experience to all consumers, both in person and online. To that end, MOHG realized it needed to find a way to build online relationships with prospective guests without requiring them to make reservations. MOHG turned to Neudesic for a connectivity solution that would enable its website to capture guest information independent of the reservation process. For efficiency, the system would have to seamlessly connect with MOHG’s existing technology, including PAR Springer-Miller Systems’ ^{SMS}GlobalGuest application and Sabre Hospitality Solutions’ SynXis Central Reservation System (CRS).

CHALLENGE

- Create a consolidated, qualified and quantified 360-degree view of MOHG guests
- Provide guest profiles in real time to all points of contact, both online and in the hotel
- Gather information from MOHG website visitors without requiring them to make reservations

SOLUTION

- Neuron-ESB provides seamless connectivity between and access to existing MOHG systems, such as ^{SMS}GlobalGuest and SynXis CRS
- Neuron-ESB enables MOHG to centrally manage guest credentials while simultaneously providing a secure authentication mechanism for guests logging in to Mandarin Oriental’s website

BENEFITS

- Reduces MOHG’s integration effort by up to 75 percent
- Gives MOHG a 360-degree view of its guests, from online to in the hotel
- Allows MOHG to leverage investments in ^{SMS}GlobalGuest and SynXis CRS
- Provides the foundation through which future systems and applications can interact with MOHG’s overall hospitality solution
- Makes MOHG more competitive in terms of guest relationship, recognition, measurement, and service delivery
- Enables real-time access to guest information



Mandarin Oriental Hotel Group

Fully Integrated Guest Profile System

“We supported Mandarin Oriental’s decision to choose Neudesic and their Neuron-ESB product because of our successful past experience with both. Using Neuron alleviated a lot of additional custom development that PSMS would have needed to do to integrate with both mandarinoriental.com and SynXis.”

Rob Selwah, **Vice President, Product Development, PAR Springer Miller Systems**

The Solution

Neudesic’s Neuron-ESB is a service-oriented solution that leverages MOHG’s existing technology investments and partnerships. The innovative solution is now the cornerstone for exposing a highly cohesive set of web services for MOHG’s website, delivering real-time, event-driven communication, while reducing the time, effort and costs associated with other enterprise service bus (ESB) tools. Neuron-ESB provides seamless connectivity between and access to ^{SMS}|Global Guest and SynXis CRS. It also leverages Microsoft’s Active Directory Federation Services (ADFS) and Azure Access Control Service (ACS), so MOHG can centrally manage guest credentials while simultaneously providing a secure authentication mechanism for users of its website.

Neuron-ESB exposed a set of web services based on Open Travel Alliance (OTA), the hospitality industry standard, which provides more benefits than proprietary message formats. Behind the scenes, Neuron-ESB translates OTA messages received from MOHG’s website to various Application Programming Interface calls to the ^{SMS}|GlobalGuest system to store and retrieve guest profile information. Neuron-ESB also synchronizes profile information between ^{SMS}|GlobalGuest and SynXis CRS to facilitate the creation of a hotel reservation.

This system-to-system interaction enables timely delivery of relevant guest information to SynXis CRS for a seamless reservation process on MOHG’s website. “Neuron-ESB streamlines the booking process and provides consistent information across booking channels,” said Tom Murray, VP and CTO, Sabre Hospitality Solutions.

MOHG wanted to manage and store guest credentials independent of various partner systems, which presented a challenge that Neudesic met by employing a token-based authentication approach. MOHG can now manage and track guest credentials within ADFS, while enabling the booking site to securely receive tokens that validate user credentials on the website. ADFS translates authentication requests into Security Assertion Markup Language tokens, while Azure ACS further federates guest identities.

The Benefits

Improves Market Reach

Neuron-ESB-powered My Profile page enables MOHG to gather information from prospective guests without requiring them to make reservations.

Enhances Brand Recognition

The overall solution gives existing and prospective guests the ability to pro-actively engage and develop relationships with Mandarin Oriental, providing opportunities for MOHG to further strengthen its brand.

Leverages Existing Systems

Using Neuron-ESB, MOHG is able to leverage its existing investments in ^{SMS}|GlobalGuest and SynXis CRS booking engine, avoiding the need to set up a guest profile database within the overall MOHG environment.

Allows for Future Application Integration

Neuron-ESB provides the foundation through which future systems and applications can interact with MOHG’s overall hospitality solution.

Delivers Guest Information in Real Time

Neuron-ESB enables real-time access to guest profile information that is delivered to SynXis CRS, making the reservation process on MOHG’s website a seamless customer experience.

Provides a Competitive Advantage

Neuron-ESB enhances MOHG’s competitive market position in terms of guest relationship, recognition, measurement, and service delivery.

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MAKING THE CONNECTION

Neuron-ESB is a trademarked product of Neudesic, LLC. Founded in 2002, Neudesic’s mission is to be the trusted technology partner in business innovation. Neudesic delivers sustainable business results to clients through leading-edge technologies, innovative solutions and strategic alliances. Headquartered in Irvine, California, Neudesic is a privately held company, serving clients globally from offices across the United States.

For more information or a demo of Neuron-ESB, contact:

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